



HISTORY

- 1671: An exploration party's report told of the "blue mountains and a snug flat valley beside the upper Roanoke River."
- 1671 – 1741: After this initial exploration, the region remained undisturbed by settlers.
- 1740: People from Pennsylvania seeking new lands in the rich Shenandoah Valley joined early settlers from eastern Virginia and began farming in the Roanoke Valley.
- New counties and communities were established:
 - Botetourt County was created in 1789, with the town of Fincastle as its seat.
 - Roanoke County was separated from Botetourt in 1838.
 - Craig County was formed in 1851 from Botetourt, Roanoke, Giles and Monroe Counties with New Castle as its seat.
- Towns formed within what is now the City of Roanoke in the first decades of the 19th century:
 - Antwerp was subdivided in 1801
 - Gainesborough in 1825 (the present Gainsboro neighborhood)
 - Old Lick in 1834
 - The Gainsborough settlement remained the most populous community until 1874 when the Town of Big Lick was chartered. This tiny village of less than 500 people was to become the Town of Roanoke in 1882 and in 1884, the city of Roanoke. The new town was located along the old Atlantic, Mississippi and Ohio Railroad, later to become the Norfolk and Western.
- 1806: The Town of Salem became the county seat for Roanoke County. Salem was the largest town within the area during these formative years and was located on two stage lines. It remained the major center of activity in the Roanoke area until the mid-1880's.
- 1882: The completion of the Shenandoah Valley Railroad from Hagerstown, Maryland, to its junction with the newly formed Norfolk & Western marked the start of Roanoke's rapid growth. The adjacent Town of Vinton was also incorporated at this time.
- 1884: The town of Roanoke was chartered as an independent city.
- 1968: Salem became an independent city.

AREA & POPULATION

- The City of Roanoke encompasses a land area of 43 square miles with 99,320 residents.
- The local public school division is Roanoke City Public Schools.
- The city is divided into 49 individually defined neighborhoods.
- The city is divided into four quadrants: Northwest (NW), Northeast (NE), Southwest (SW), and Southeast (SE).
- The city represents nearly one-third of the population of the metropolitan area, which includes the neighboring City of Salem, Town of Vinton, and the counties of Botetourt, Craig, Franklin, and Roanoke.
- The City of Roanoke is the largest municipality in Southwest Virginia, and is the principal municipality of the Roanoke Metropolitan Statistical Area (MSA).

POPULATION DATA			
Locality	Population	% of MSA	Change Since 2010 Census
City of Roanoke	99,320	31.6%	2.4%
City of Salem	25,330	8.1%	2.1%
County of Botetourt	33,521	10.7%	1.1%
County of Craig	5,275	1.7%	1.6%
County of Franklin	56,793	18.1%	1.1%
County of Roanoke	93,569	29.8%	1.3%
MSA Total	313,808	100.0%	1.7%

Source: Weldon Cooper Center for Public Service, July 2014 Estimates

GEOGRAPHIC LOCATION

- Roanoke's location in the Blue Ridge Mountains, midway along the "great valley" between Maryland and Tennessee, has been the key to its growth.
- Long the headquarters of the great Norfolk Southern Corporation, the community has flourished as the region's transportation center.
 - Rail services offered through Norfolk Southern Railway Corporation
 - Roanoke-Blacksburg Regional Airport serving five airlines (Allegiant Air, American, Delta, United Airlines, and US Airways)
 - Modern highways such as Interstate 81 and Route 460 & 220 have attracted numerous interstate motor freight lines to establish terminals.
 - Express Delivery offered through Federal Express and UPS.
- The largest city in the Commonwealth of Virginia west of Richmond is located at the southern end of the Shenandoah Valley, approximately 189 miles west of Richmond, 234 miles southwest of Washington, DC, and 240 miles west of Norfolk. This position in the Southeast gives Roanoke ready access to nearly two-thirds of the total population of the United States, all within a 500-mile radius.
- Roanoke provides excellent air, rail and motor freight transportation. The city is the center of a large metropolitan region, functioning as a hub of transportation, finance, health care, retail, and industry for the southwestern part of the state.



OPERATIONS

- The City operates under the Council-Manager form of government.
- City Council, which formulates policies for the administration of the City, is the governing body and is composed of seven members elected on an at-large basis to serve four-year staggered terms.
- Officers of City Council are the Mayor, elected directly by the voters to a four-year term. A Vice Mayor is selected based on the highest popular vote in council elections and serves a two-year term.
- Council appoints the City Manager to serve as the City's chief administrative officer. The City Manager is responsible for implementing the policies of City Council, directing business and administrative procedures, and appointing departmental officials and certain other City employees. Two Assistant City Managers who are responsible for the Operations and Community Development clusters aid the City Manager.
- City Council also appoints the City Attorney, the City Clerk, and the Municipal Auditor, each of whom reports directly to City Council.

- The primary government provides a full range of services including general administration, emergency services, public works, recreational activities, judicial functions, health and welfare activities, and community development activities. The City also provides services through multi-jurisdictional efforts such as the Western Virginia Water Authority, the Regional Center for Animal Control and Protection, and the Roanoke Valley Resource Authority, a regional solid waste facility. In addition, the City participates in such commissions as the Hotel Roanoke and Conference Center Commission, the Roanoke Valley Juvenile Detention Commission and the Roanoke Regional Airport Commission.
- The financial reporting entity includes all the funds and account groups of the primary government (that is, the City of Roanoke as legally defined), as well as all of its component units. Component units are legally separate entities for which the primary government is financially accountable.

ECONOMY

- Much of Roanoke's economy was established prior to 1920. However, since the recession of the late 1950's, Roanoke's economy has become diversified, with almost all census-defined industries located within its boundaries.
- The economy of the city and the entire metropolitan area is predominantly non-agricultural, consisting of services, wholesale and retail trade, construction, manufacturing, transportation and warehousing, finance, insurance and real estate, public administration, and management of companies and enterprises. There are industries in information, arts and recreation, utilities and agriculture as well.
- Roanoke is a thriving 21st century community, a blending of "big city" and urban village. Roanoke continues to attract the attention of those concerned with livability and a welcoming business climate.
- Known historically as the "Capital of the Blue Ridge," the city is the economic center of the region.

The theme of this year continues to be the impact of redevelopment accompanied by new development in the City of Roanoke.



There are numerous major projects that are drawing to completion or are significantly underway, increasing our list of local assets and stimulating additional growth, vibrancy and economic development in the City of Roanoke. One vital initiative put into place which continues to reap rewards for the City of Roanoke is the newly expanded Downtown District which includes the South Jefferson Street corridor to Reserve Avenue.

- Significant projects include:
 - Topping the list is the announcement in November 2014, by Governor Terry McAuliffe, that the Commonwealth of Virginia, Amtrak, Norfolk Southern and the City of Roanoke will begin the first phase of construction for the platform to serve intercity passenger rail service to Roanoke. This Amtrak service to the city will be an extension of the successful Northeast Regional train from Lynchburg and is anticipated to start in 2017. The service will provide a same-seat trip from Roanoke to Lynchburg, Washington, D.C., Baltimore, Philadelphia and cities as far north as Boston.

- Downtown Roanoke Hampton Inn & Suites located on the historic Roanoke City Market at 24 Church Avenue, SE with a completion date of 4th quarter, 2015 offering 127 select service rooms atop the Market Garage, an investment of approximately \$17 million.
- Parkway 301, formerly the Shenandoah Building, offering 93 apartments with a price tag of \$10.5 million is fully operational with three tenant leases in place for its 10,000 square foot first floor space, one of which is in place. Luna Innovation Inc. has moved their corporate headquarters to the space which houses the company's top executives and support staff, a group of 15. The company has locations in Blacksburg, Charlottesville and Danville and specializes in strain- and temperature-sensing equipment. A new high-end restaurant, Fortunato, will take 4,000 square feet of the remaining space and is under construction with a planned open date of July, 2015, and the remaining 1,000 square feet is leased for a commercial office to open in summer, 2015.
- The Bridges, a 22-acre multi-year, mixed-use redevelopment project to include new apartments, restaurants, offices and retail space on the site of a former mill and scrap yard and an expected investment of more than \$100 million, saw increased activity in the last year. The opening of Starbucks at the Bridges added 6 full-time positions in Roanoke, and coming soon to the same building is a Mexican grill restaurant. This year sees the completed construction of South 16, a contemporary apartment building located in the epicenter of the 110-acre riverfront redevelopment project brought a 157 mid-rise apartment community with one, two and three bedroom units at 97% occupancy just steps from the Virginia Tech Carilion School of Medicine and Research Institute and Carilion campus. The latest addition is an outdoor venue and entertainment complex, Dr. Pepper Park at The Bridges, to feature numerous concerts beginning May 15, 2015 and becomes the permanent home for Sponsor Hounds' events such as Roanoke Wing Fest and the Woofstock Dog Festival.
- The Virginia Tech Carilion Research Institute continues to attract medical research teams, the latest of which brings 26 researchers to Roanoke this summer accompanied by a wealth of research dollars. Virginia Tech's new Translational Biology, Medicine, and Health program became a part of the Virginia Tech Carilion Research Institute initiative. This research-intensive, multidisciplinary Ph.D. program in the biomedical and health sciences emphasizing the concept of "translational science" across multiple levels of inquiry brings together students from the life, behavioral, physical, engineering, and computational sciences to consider today's major health challenges. Thirty-two students began the program in August, 2015. This five year program for students will continue to attract more students in the years ahead and keeps them in Roanoke for at least 5 years. The Virginia Tech Carilion School of Medicine graduated the Class of 2015, the second class to graduate from the medical school. Five of the forty-two students were matched to stay in Roanoke for 4 additional years to complete their residency program.
- Carilion Clinic's purchase of the former Ivy Market grocery store building on Franklin Road will bring a new orthopedic and neuroscience outpatient center. The space is a \$16 million investment and will be used to treat injured or worn knees, hips, backs and other ailments which they expect to increase as the region's population ages. Carilion is currently attracting new, professional medical talent to staff the state-of-the-art center. It is anticipated that the Phase II site of the Ivy View development will see new commercial construction with in the year, including a new Mellow Mushroom Restaurant.


- Lastly, Carilion Clinic plans to expand Roanoke Memorial Hospital by constructing a 15-story building on the site of the nearby tennis courts. Plans call for a five-story garage capable of parking 800 vehicles that will be topped with 500,000 square feet of hospital space over 10 floors. Carilion will pay to relocate six public tennis courts from the site proposed for the building. Also, Carilion will swap the former Gill Memorial Hospital located on South Jefferson Street for the City owned property located at 250 Reserve Avenue. Governor Terry McAuliffe announced Roanoke as one of four cities to receive a total of more than \$2 million in industrial revitalization grants which provides funds for rehabilitation at underutilized commercial buildings. The awarded \$600,000, which is the maximum for any one project, is for the Gill Memorial Technology Accelerator. The accelerator will be run by the Roanoke-Blacksburg Innovation Network whose mission is to connect early-stage companies to peers, mentors and investors. The center will initially focus on accelerating three to five companies each year and will have an economic impact of approximately \$3.4 million per year and create 18 initial jobs.

➤ Additional updates include:

- The downtown Central Business District continues to gain popularity with the completion of the new Elmwood Park as an entertainment venue for adults and children, a stellar Roanoke Public Library renovation and nearly 2,000 residents taking advantage of the educational, lifestyle and professional amenities offered by the City of Roanoke.
- The first downtown new-build mixed-use structure broke ground in first quarter, 2015, on the corner of Tazewell Avenue and Williamson Road, and is slated for 69 new apartments along with retail and commercial office space. This will be the first new build in downtown Roanoke in many years.
- The Ponce de Leon historic hotel renovation was completed offering 90 residential units along with commercial space, much of which has successfully been filled. The former YMCA renovation is rapidly moving forward and will open within the next few months, the former City of Roanoke Health Department building is under construction as well as additional properties offering downtown residential living.
- The Warehouse Row office building has seen positive changes with the lease of space by Burns & McDonnell on January 1, 2015, a firm making significant investments in the Mid-Atlantic region with the opening of an office in Roanoke to serve the Baltimore-Washington, D.C., area. The company provides architectural, engineering and construction services and expects to grow the Roanoke office to 100 by year-end, 2015.
- Other news at the Warehouse Row area includes the renovation of a decaying building by Garland Properties, LLC, which has opened as the Rail-Walk Apartments. Located along the train tracks near the core of downtown, the building was originally constructed in 1894 and used as a Kroger warehouse. The property houses 12 one- and two-bedroom units — four per floor — with a commercial space on the ground floor. Apartments range from 750 to 975 square feet and rent for \$900 to \$1,150.
- Garlands Properties, LLC have two additional projects in downtown Roanoke including The Flats on Fifth which opened in fall, 2014 at 425 Campbell Avenue. Most recently, they are in the redevelopment stages of the 36,000-square-foot building at 110 Campbell Avenue, a former Leggett Department Store. Upon completion in fall of 2015, this building will house 28 apartments and 12 artist studios.



- The Food and Beverage arena has increased significantly in Roanoke with craft breweries on the rise, as well as restaurants, food outlets and specialty food retailers.
 - Soaring Ridge Brewery in downtown Roanoke celebrates the success of their first year of operations with a planned purchase (vs. leasing) of their building located in the 500 block of Shenandoah Avenue in the former Flowers Baking Company building. Big Lick Brewery located on Salem Avenue, SW is also fully operational three days/week and inquiries continue to rise from entities seeking space to start the brewery business in the City of Roanoke.
 - Chocolatepaper, located on Market Street of the historic Roanoke City Market has recently closed their retail space in Roanoke County in order to double their downtown Roanoke store from 1,700 square feet to 3,400 square feet, and significantly increase product lines and services to their customers. With the expansion of this space, Chocolatepaper has designated their City of Roanoke store as their flagship store and will begin franchising kiosks in other locations to include airports, hotels and retail outlets.
 - Brothers Lawson and Robert Jaegar have returned to their roots of Roanoke City and opened Eli's Provisions on the Roanoke City Market offering a vast selection of Virginia-made products and merchandise, and The Candy Store with a fine array of nostalgic candies and more.
 - The German-based discount grocer, Aldi will join the Roanoke market with its first store in the city located at Crossroads Mall. The 16,000 to 17,000 square feet grocer features a no-frills approach with customers securing grocery carts with a twenty-five cent deposit, money which is given back when carts are returned, and a ten cent fee for shopping bags. Brand name foods are among Aldi's offerings, and their European chocolate and wine offerings are commendable.
 - Also in the Crossroads neighborhood, November, 2014 brought the opening of the Krispy Kreme Doughnut Factory located at 1625Hershberger Road. The 3,400 square foot location, with a drive-thru, features more than a dozen varieties of Krispy Kreme's one-of-a-kind doughnuts, including the signature hot Original Glazed® doughnut, and a complete menu of Krispy Kreme Chillers®, iced beverages and Krispy Kreme Signature Coffee Blends. The first Krispy Kreme store opened in Roanoke in 1954 at 503 Campbell Avenue, SW and then moved to 1923 Williamson Road in 1957. Another new store opened in 1959, at 4141 Melrose Avenue which burned in May, 2013, leading to the long-awaited opening of the new prototype store on Hershberger Road.
 - A new Bojangles opened in May, 2014 on Route 220. This was the first location in the City of Roanoke and is strategically located for easy ingress, egress for northbound drivers. The new fast food restaurant offers drive-thru and adds to the retail mix of this growing corridor.
 - Walmart Neighborhood Markets that sell mostly grocery items also entered the Roanoke market this year with two of the three stores opening in the City of Roanoke, one located on Dale Avenue, SE and the other at the corner of Orange Avenue and King Street, NE. The stores each employ 100 full and part-time individuals and are approximately 41,000 square feet, significantly smaller than the average 182,000 square feet occupied by a typical Wal-Mart Supercenter. The stores are stimulus for additional growth in the areas where located, and offer many without transportation a walkable option for grocery shopping.

- Planet Fitness constructed their second City of Roanoke location after 8 years of success at Towers Shopping Center. Their new 17,500 square foot location on Orange Avenue at King Street is a \$550,000 investment and addresses the need for a gym easily accessible to places such as Vinton, Daleville and Bedford County, which are without a Planet Fitness. The new facility features tanning and HydroMassage beds, along with workout machines and weights. The new Planet Fitness brings 13 to 16 jobs to the City of Roanoke.
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- The former Huff Lane Elementary School property in northeast Roanoke adjacent to Valley View Mall is gaining a new hotel and restaurant. The El Rodeo Mexican restaurant is currently under construction with plans for completion by 4th quarter, 2015. A Home-2-Suets by Hilton will be built in the near future.
 - Lastly and largely, Haley Toyota is rapidly under construction on a 17 acre site along the I-581 corridor. Haley Automotive Group purchased the property from the City of Roanoke and is finishing the construction of a 71,000 square foot Toyota dealership and service center. With increased visibility to cars passing by the property from I-581 and the presence of Magic City Ford and Berglund Chevrolet Buick in close proximity, the new location offers a larger draw for car buyers from the Roanoke Region and beyond.
 - Utilities such as electricity (Appalachian Power), natural gas (Roanoke Gas), and water/sewer (Western Virginia Water Authority) are available to the citizens of Roanoke. The City of Roanoke's Solid Waste Management provides collection of residential refuse, bulk & brush, recycling, commercial refuse collection, and seasonal collection of bagged leaves.
 - Based on Virginia Employment Commission data through the second quarter of 2014, the City's top employment sectors include:
 - 1) Services as the largest industry, employing 31,421 workers.
 - 2) Trade is the second largest industry, employing 10,403 workers.
 - 3) Government ranks third with 8,632.
 - 4) Manufacturing remains strong and ranks fourth with 4,074 employees.
 - 5) Transportation and Warehousing employ 4,032 people.
 - 6) Finance, Insurance and Real Estate at 3,811 workers.
 - 7) Construction totaled in with 3,798 employees.
 - 8) Information employs 873.

Roanoke MSA Labor Force Data	December 2014
Civilian Labor Force	155,713
Employment	148,483
Unemployment	7,230
Percent of Labor Force	4.6%
State Rate (%)	5.1%
National Rate (%)	5.8%

* Virginia Workforce Connection (December 2014)

Roanoke MSA Employment by Industry	2nd Quarter 2014
Agriculture, Forestry, Fishing, & Hunting	380
Mining, Quarrying, and Oil and Gas Extraction	123
Utilities	345
Construction	7,465
Manufacturing	15,226
Wholesale Trade	6,703
Retail Trade	17,846
Transportation & Warehousing	6,519
Information	1,684
Finance & Insurance	5,939
Real Estate & Rental & Leasing	1,845
Professional, Scientific, & Technical Services	7,143
Management of Companies & Enterprises	4,775
Administrative & Support and Waste Management Services	8,046
Educational Services	2,325
Health Care & Social Assistance	22,639
Arts, Entertainment, & Recreation	1,579
Accommodation & Food Services	12,775
Other Services	5,211
Government	22,130

* Virginia Employment Commission (2nd Quarter 2014)

Roanoke MSA Top 20 Largest Employers *

Carilion Roanoke Memorial Hospital
 Roanoke City School Board
 Roanoke County School Board
 U. S. Department of Veterans' Affairs
 Kroger
 HCA Virginia Health System
 Wells Fargo Bank, NA
City of Roanoke
 Wal-Mart Stores
 Franklin County School Board
 County of Roanoke
 M W Manufacturers, Inc.
 Carilion Services
 Warsaw Health Care Center
 Allstate Insurance Company
 Yokohama Tire Corporation
 Botetourt County School Board
 Postal Service
 Advance Auto Parts
 United Parcel Service, Inc.

Product or Industry

Healthcare
 Education
 Education
 Healthcare
 Groceries
 Healthcare
 Banking
Government
 Retail Trade
 Education
 Government
 Windows/Door Manufacturer
 Healthcare
 Healthcare
 Insurance
 Tires
 Education
 Government
 Auto Parts Distributor
 Shipping/Delivery

* Virginia Employment Commission, 2nd Quarter 2014

PARKS, RECREATION, & CULTURAL

- Pocket Parks and Plazas - 10 locations, 4.5 total acres
- Neighborhood Parks – 32 locations, 164.3 total acres
- Community Parks – 19 locations, 529.8 total acres
- Regional Parks - 3 locations, 674.1 total acres
- Natural/Preservation Areas – one location, 12,543 acres
- Greenways – 5 locations
- Paved Trails within Greenways - 15.4 miles
- Natural Trails – 4 locations, 60.7 miles
- Total Park Acreage within City Limits - 1,372.7 acres
- Total Park Acreage – 13,915.7 acres
- Total Miles of Trails within City Limits – 30.1
- Total Miles of Trails – 76.1
- Center in the Square:
 - Arts Council of the Blue Ridge
 - Roanoke Valley History Museum
 - Science Museum of Western Virginia
 - The Roanoke Ballet/Opera
 - William B. Hopkins Planetarium
- Harrison Museum of African American Culture
- O. Winston Link Museum
- Roanoke Symphony Orchestra
- Taubman Museum of Art
- Virginia Museum of Transportation
- Other Activities of Interest:
 - Blue Ridge Zoological of Virginia
 - Blue Ridge Parkway
 - Dixie Caverns
 - Smith Mountain Lake (20,000 acres)
 - Appalachian Trail
 - Jefferson National Forest



HONORS & AWARDS

The City of Roanoke has been recognized regionally and nationally for its outstanding quality of life:

The National Civic League named Roanoke an All-America City six times. No other city in the United States can make this claim to fame, and we're proud to be at the top of the list.

Our city was selected as one of "America's Most Livable Communities" by Partners for Livable Communities, a national, nonprofit organization working to restore and renew communities.

Roanoke is a Certified Crime Prevention Community, a one-of-a-kind program of recognition created by the Governor's Partnership Commission for Community Safety.

The City of Roanoke has also been recognized by the Governor of Virginia for its environmental stewardship.

2014 - Complete list of Awards and Honors

- ❖ Roanoke was recognized with the Outstanding Achievement Award in the 2014 City Livability Awards Program by the U.S. Conference of Mayors. The Parks and Arts initiative was the city program highlighted for the award.
- ❖ The 100 Best Fleets in North America Contest selected the city's Fleet Management Division as one of the *Top 100 Fleets in North American*, out of 38,000 fleets in the United States and Canada.
- ❖ *Government Fleet* magazine announced the Leading Fleets for 2014, and the City of Roanoke was among the top 50 names for this honor.
- ❖ Roanoke Fire-EMS Swift Water Rescue Team received the coveted Higgins & Langley Award for their heroic efforts during the July 2013 flash flooding.
- ❖ The City of Roanoke received the Government Finance Officers Association Distinguished Budget Presentation Award.
- ❖ The Finance Department received the Government Finance Officers Association Certificate of Achievement for Excellence in Financial Reporting for the city and its pension plan.
- ❖ *USA Today* named the Roanoke Valley (including the City of Roanoke) as one of the 10 Best Bike-friendly Cities in the country.
- ❖ Roanoke was named one of America's Best Small Cities on the Rise by *Smarter Travel* in July.
- ❖ Roanoke was included in the Top 10 Valentine's Getaways – *World Property Channel*
- ❖ *ConventionSouth Magazine* selected Roanoke as one of the Top 5 in its 2014 list of "The South's Coolest Spots for Summer Meetings".
- ❖ The City of Roanoke's main Facebook page, [City of Roanoke, VA - Communications](#) won the Savvy award, first place, in the social media category from City-County Communications and Marketing Association (3CMA).
- ❖ Gold Summit Award for the 2014 Social Media Snow Event (Public Relations Society of America - Blue Ridge Chapter)

CITY OF ROANOKE - - - QUICK GLANCE

NICKNAMES:

Big Lick
Star City
Magic City
Capital of the Blue Ridge

JURISDICTIONAL STATISTICS:

Date of Incorporation	1884
Form of Government	Council/Manager
Area	43 Square Miles
Miles of Streets	1,300 Miles
Street Lights	10,000
Number of City Employees	1,686.0
Registered Voters	59,294

2013 POPULATION BY AGE:

1 - 19	23,495
20 - 24	6,601
25 - 44	27,417
45 - 54	13,469
55 - 59	6,894
60 - 64	6,177
65 - 84	11,931
85 +	2,481
Total	98,465

2013 POPULATION BY RACE:

White Alone	66.1%
African-American Alone	28.9%
Asian Alone	1.9%
Other Races	0.4%
Two or More Races	2.7%

PERSONAL INCOME:

Per Capita Personal Income	\$43,053
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EDUCATION (2014-2015):

Elementary Schools	17
Middle Schools	5
High Schools	2
Students	13,649

TAXES: Per \$100 of assessed value

Real Property	\$1.22 / \$100
Machinery Tools	\$3.45 / \$100
60% of original cost – year 1	
50% - year 2, etc. until 20% is reached	
Personal Property (Vehicle, Boats)	\$3.45 / \$100
Consumer Utility Tax	12%

RECREATION AND CULTURE:

Parks, Greenways, Plaza and Recreation Sites	70
Including:	
Olympic-size swimming pools	2
Basketball courts	39
Tennis courts	57.5
Football/soccer fields	25
Baseball/softball fields	29
Parks w/restroom facilities	24
Parks w/shelter facilities	26
Paved Urban Greenways	15.4
Miles of Natural surface trails	60.7
Playgrounds/play areas	73
Neighborhood Centers	7
Libraries	9
Volumes	238,895
Microform titles	198
Audio Materials	14,524
Video Materials	29,469
E-books	37,506

POLICE PROTECTION:

Sworn Police Positions	248
Police Dept Vehicles	158
Traffic Summons	20,055
Assistance Call Responses	85,393

FIRE/EMERGENCY MEDICAL SERVICES:

Stations	11
Uniformed Fire/EMS Staff	235
Emergency Call Responses	24,867

CONSTRUCTION:

Commercial & Government Permits Issued	2,367
Residential Permits Issued	1,778
Value of Building Permits Issued	\$151,428,157

HOUSING:

Total Housing Units	45,416
Single-Family	28,875
Converted SF/2+ Units	3,776
Condominium	992
Townhouse	234
Total Single Family	30,101
Apartment Units	9,589
Duplex Units	1,950
Public Housing Units	1,184
Average Assessed Value of Single-Family Housing Units	\$124,171
Average Assessed Value of Condominiums	\$157,887
Average Assessed Value of Townhouses	\$159,222

ROANOKE METROPOLITAN STATISTICAL AREA – QUICK GLANCE

DEMOGRAPHICS:

The Roanoke Metropolitan Statistical Area (MSA) consists of Roanoke and Salem cities and Botetourt, Craig, Franklin and Roanoke counties. However, the MSA serves a much larger area:

	Population	
	2010	2014 Est.
Roanoke	97,032	99,320
Botetourt County	33,148	33,521
Craig County	5,190	5,275
Bedford (City & County)	74,898	77,213
Franklin County	56,159	56,793
Roanoke County	92,376	93,569
Salem	24,802	25,330
Floyd County	15,279	15,641
Total	398,884	406,662

2013 DISTRIBUTION BY GENDER:

Locality	Male		Female	
	#	%	#	%
Roanoke	47,119	47.9	51,346	52.1
Botetourt County	16,328	49.5	16,674	50.5
Craig County	2,593	49.8	2,617	50.2
Franklin County	27,774	49.3	28,561	50.7
Roanoke County	44,825	47.9	48,699	52.1
Salem	12,098	47.8	13,201	52.2
Total	150,737	48.3	161,098	51.7

2013 DISTRIBUTION BY RACE:

Locality	White	Black	Other
Roanoke	64,854	28,384	5,227
Botetourt County	31,229	1,082	691
Craig County	5,133	13	64
Franklin County	50,458	4,646	1,231
Roanoke County	83,651	5,275	4,598
Salem	22,407	1,887	1,005
Total	257,732	41,287	12,816

SELECTED WAGE RATES:

Occupation	Median Wage
Accountant/Auditor	\$58,530
Mechanical Engineer	\$69,770
Electrical Engineer	\$84,210
Computer Operator	\$37,920
General Office Clerk	\$26,860
Manager – Industrial Production	\$92,530
Secretary	\$30,720

HEALTH CARE:

Carilion Roanoke Memorial Hospital
 Lewis-Gale Medical Center
 Veterans Affairs Medical Center
 Catawba Hospital
 Mount Regis Treatment Center
 Roanoke Orthopedic Center

COST OF LIVING INDEX: (2014 Annual Avg. Data)

Composite Index*	91.4
Grocery items	91.2
Housing	89.8
Utilities	96.7
Transportation	91.4
Health Care	96.8
Miscellaneous	89.9

*100 = National Average

EDUCATIONAL ATTAINMENT (18 yrs & over):

Education	MSA		Virginia	
	#	%	#	%
8 th grade or less	12,345	5.1	288,789	4.6
Some High School	20,862	8.6	491,869	7.9
High School Grad/GED	74,773	30.7	1,610,932	25.8
Some College	56,661	23.3	1,433,453	22.9
Associate's Degree	19,415	8.0	412,109	6.6
Bachelor's Degree	39,229	16.1	1,202,486	19.3
Graduate Degree	20,315	8.2	805,001	12.9
Total	243,600		6,244,639	